OPSEC & Social Networking
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Overall Classification of this Briefing is UNCLASSIFIED

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Overview

- **OPSEC Overview**
- **OPSEC on social networks**
  - Sphere of trust
- **Threats on Social Networking Sites**
  - Terrorism
  - Cybercriminals
    - Phishing
    - Identity Theft
- **Privacy & Terms and Conditions**
  - Who controls your information in social networks
- **Social Networking Best Practices**

Operations Security

- **OPSEC is a process that identifies critical information, outlines potential threats and vulnerabilities, assesses risk, and develops counter measures to safeguard critical information**

Critical Information

- **Information an adversary would need to do you harm that must be protected**

- Names and photos of you, your family and co-workers
- Usernames, passwords, network details
- Job title, location, salary
- Home security systems, internet service provider
- What kind of pets and how many
- Position at work, certifications
- Physical limitations, medical information
- Family routines
- Vacation and travel itineraries
- Social security number, credit cards, banking information
- Hobbies, likes, dislikes, etc.

Threat

- **Capability of an adversary coupled with their intention to undertake actions against you or your family**
  - Conventional Threats
    - Military opponents
    - Foreign adversaries/countries
  - Unconventional Threats
    - Organized crime
      - Cybercriminals
    - Foreign terrorists
    - Home grown terrorism
    - Insiders (espionage)
    - Hackers, phishing scams
    - Thieves, stalkers, pedophiles

- **Real or perceived…or does it matter?**

Army warns US military personnel on ISIS threat to family members

Home » News » National » Military spouses report online…

Military spouses report online threats from Islamic State

By Andrew Mollenbeck | @mollenbeckWTOP
February 11, 2015 4:44 am

120 Shares

WASHINGTON — Some military spouses awoke Tuesday to chilling messages on their social media accounts, which issued threats in the name of the Islamic State.

More than half a dozen women have said they received messages on Facebook or Twitter. At least one person said her account had been hacked.

The person or group posting the messages claimed to be connected with IS.

"We know everything about you, your husband and your children and we're much closer than you can even imagine," one post read. "You'll see no mercy infidel!"

Related Stories

ISIS claims airstrike kills female, American hostage
NATIONAL SECURITY

Burning of pilot renews U.S. vow to terminate Islamic State

ISIS Threat at Home: FBI Warns US Military About Social Media Vulnerabilities

Dec 1, 2014, 6:57 AM ET
By BRIAN ROSS and JAMES GORDON MEEK

Like 56k share 397 Comments

Fighters of al-Qaeda linked Islamic State of Iraq and the Levant carry their weapons during a parade at the Syrian town of Tel Abyad, near the border with Turkey, Jan. 2, 2014.
Yaser Al-Khodor/Reuters

NEXT VIDEO »
New FBI Warning To US Military On ISIS

AUTO START: ON | OFF

The FBI on Sunday issued the strongest warning to date about possible attacks by the ISIS terrorist group against the U.S. military inside the homeland, officials tell ABC News.

Vulnerability

- **Weakness the adversary can exploit to gain critical information**
  - Vulnerabilities make you susceptible to intelligence/data collection
  - Poor security and sharing too much information are common, easily exploited vulnerabilities
  - Posts, tweets, snapchats, emails, phone calls, and conversations in restaurants, airports, and other public places expose important information to potential adversaries and are a very common vulnerability

OPSEC in Social Networking

- **What do you display in your social networking profiles?**
  - Where you work
  - Where you are
  - Where you have been
  - What you are doing right no
  - Everything that you have do
  - What you like and don't like
  - Your birthday
  - Your favorite pet
  - Your relationships
  - Your loved ones
  - The people you trust

OPSEC in Social Networking

- **Do you want people to know this much about you?**
- **Do you want your network to know this much about you?**
- **Do you want foreig[illegible] n[illegible]**

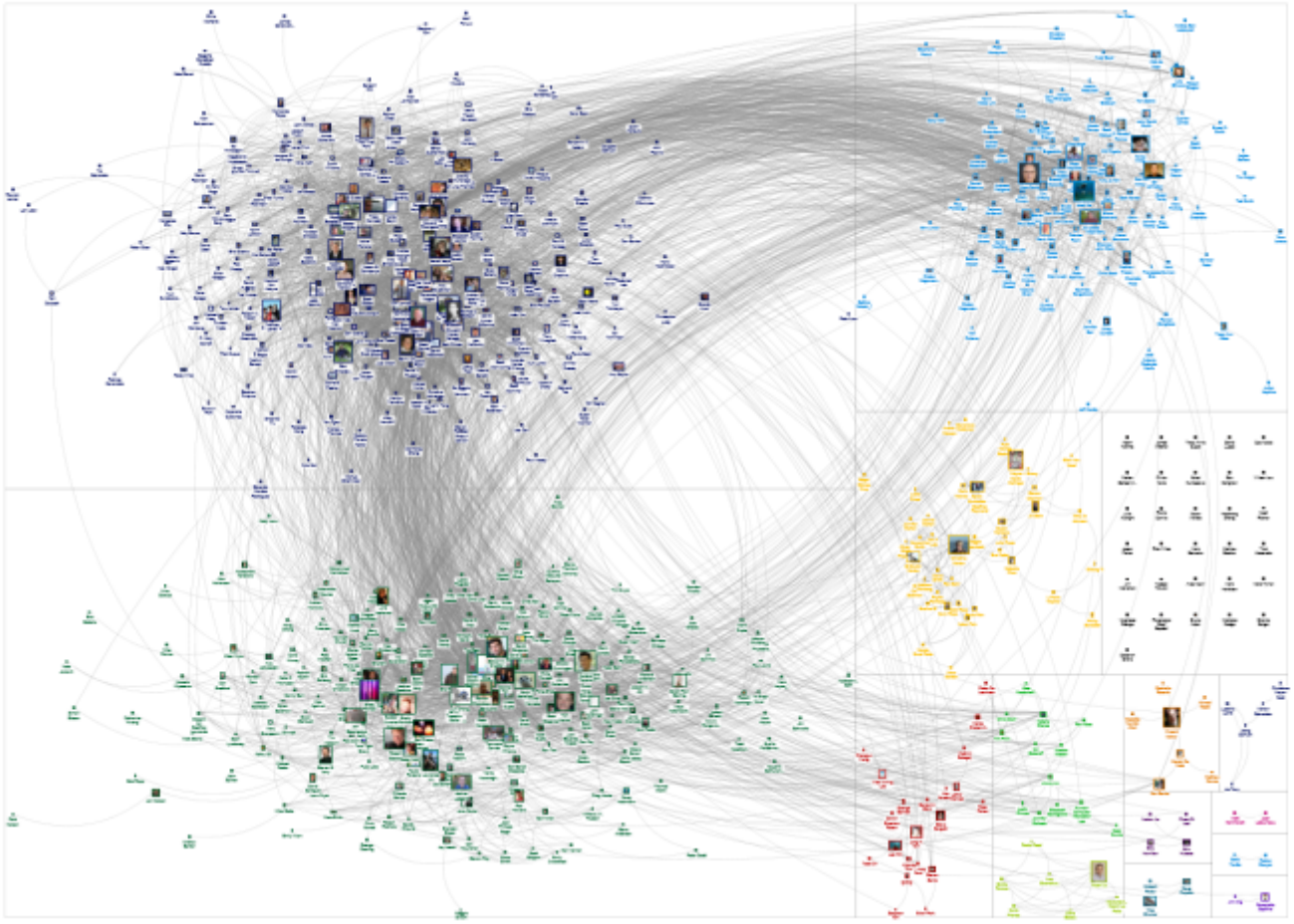
Anonymous Hacker
Hector Monsegur
AKA: Sabu

Anonymous Hacker
Ryan Ackroyd
AKA: Kayla

Anonymous Hacker
Jake Davis
AKA: Topiary

Social Networks

- **Spheres of trust where information is freely shared**



- First steps of social networking sites:
  - Create a personal profile
  - Create a personal identity
  - Create social connections
- **“**The underlying assumption behind this concept is that the relation “friendship” is transitive. The foundation of every friendship is trust. However trust is propagative, not transitive. **We might trust someone, but may not be sure about his or her friends.** Therefore, **there is an inherent risk to the private data** of the members in such social networks due to the underlying assumption of implicit trust in the relationship” (IBM & CSIRO Research, 2013)

Facebook Terms of Service Agreement

- "…you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide **license to use any IP content that you post on or in connection with Facebook** (IP License). This IP License ends when you delete your IP content or your account unless your content has been shared with others, and they have not deleted it."
- "When you publish content or information using the Public setting, it means that **you are allowing everyone, including people off of Facebook, to access and use that information**, **and to associate it with you** (i.e., your name and profile picture)."
- "**You give us permission to use your name, profile picture, content, and information in connection with commercial, sponsored, or related content** (such as a brand you like) served or enhanced by us. This means, for example, that you permit a business or other entity to pay us to display your name and/or profile picture with your content or information, **without any compensation to you**. If you have selected a specific audience for your content or information, we will respect your choice when we use it."

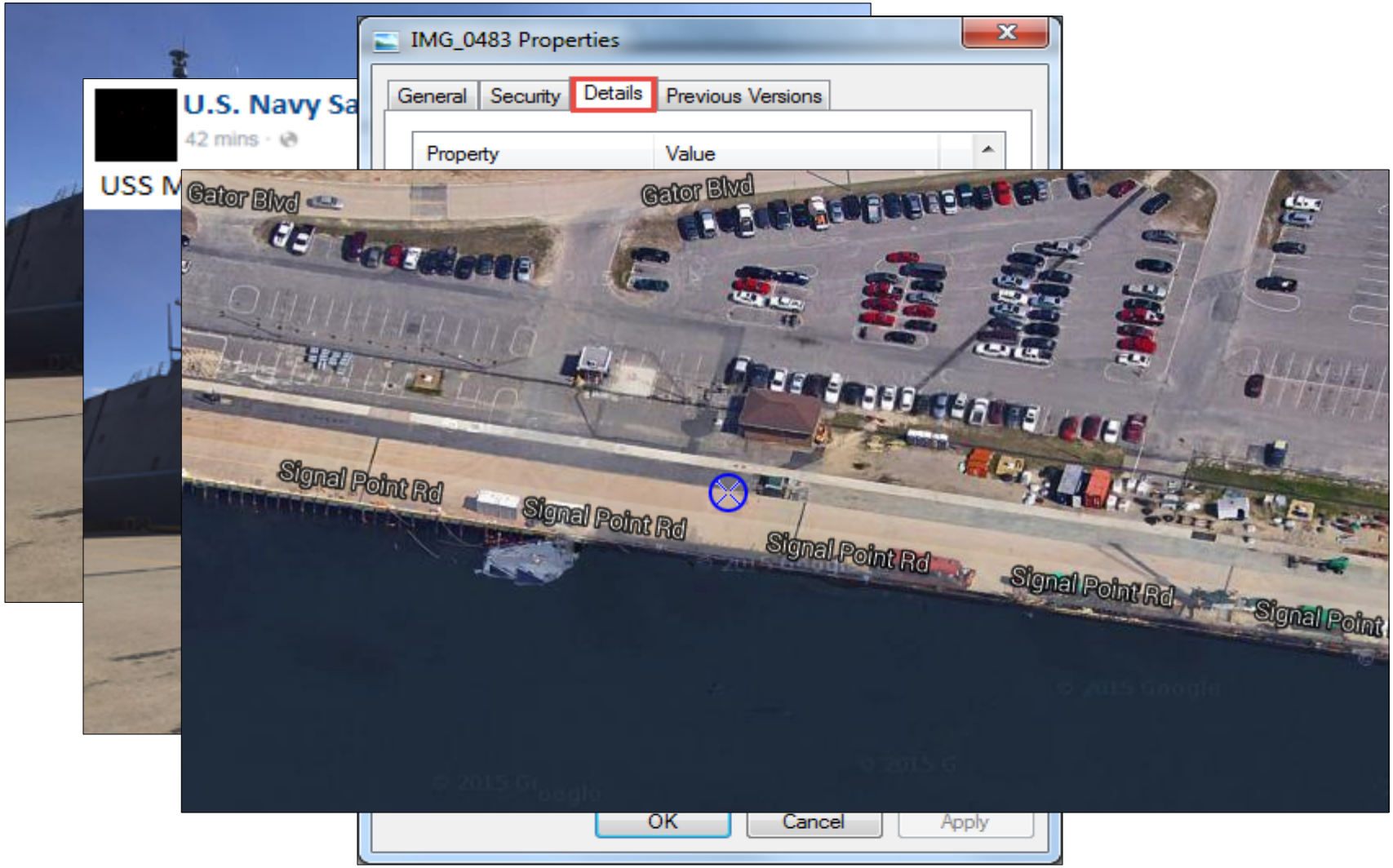
Facebook Data Policy

- “We collect the content and other information you provide when you use our Services, including when you sign up for an account, create or share, and message or communicate with others. This can include **information in or about the content you provide, such as the location of a photo** or the date a file was created. We also collect information about how you use our Services, such as the types of content you view or engage with or the frequency and duration of your activities.”
- “We collect **information about the people and groups you are connected to and how you interact with them**, such as the people you communicate with the most or the groups you like to share with.”
- “We collect information **when you visit or use third-party websites** and apps that use our Services”
- “Keep in mind that **information that others have shared about you is not part of your account** and will not be deleted when you delete your account.”
- “We may **access, preserve and share your information in response to a legal request** (like a search warrant, court order or subpoena) if we have a good faith belief that the law requires us to do so. This may **include responding to legal requests from jurisdictions outside of the United States**…We may also access, preserve and share information when we have a good faith belief it is necessary to: detect, prevent and address fraud and other illegal activity; to protect ourselves, you and others, including as part of investigations; or to prevent death or imminent bodily harm.”

Geotagging

- **GPS data embedded into photos**
- **Default feature in most smart phones and digital cameras**
  - Latitude/longitude
  - Device information
- **Information can potentially be retrieved from any photo posted on the Internet**

Geotagging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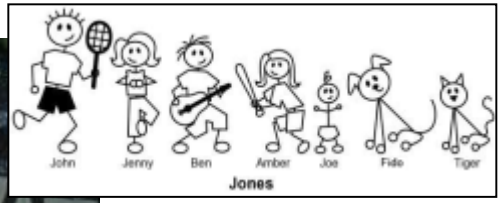
Signal Point Rd
Signal Point
OK
Cancel
Apply

Common Vulnerabilities

- Lack of Awareness
- Data aggregation
- Unsecure communications
- Social engineering
- Trash
- Technology
- Internet/social networking
- Predictable actions & patterns

- **Risk scenario:**
  - You are proud of your service and loved ones:



So you prominently display personal information for everyone to see. What is the possible risk associated with displaying these indicators??

This Sailor's Facebook Likes

About

Overview

Work and Education

Places He's Lived

Contact and Basic Info

elationships

[redacted]

USS Roosevelt Ddg80 Ombudsman
Local Business
Like

Naval Station Mayport
Government
Like

U.S. Nava
U.S. 4th F
Government
Like

Logistics Specialist
Interest
Like

The Real Navy
Community
Like

Navy Federal Credit Union
Bank/Financial Institution
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No

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Lives in M
From Sonor
California

Like

Why Sailors Drink
Community

Chief of Naval Operations Adm. John Richardson
Government Official
Like

USS Dwight D. Eisenhower (CVN 69)
Government Organization
Like

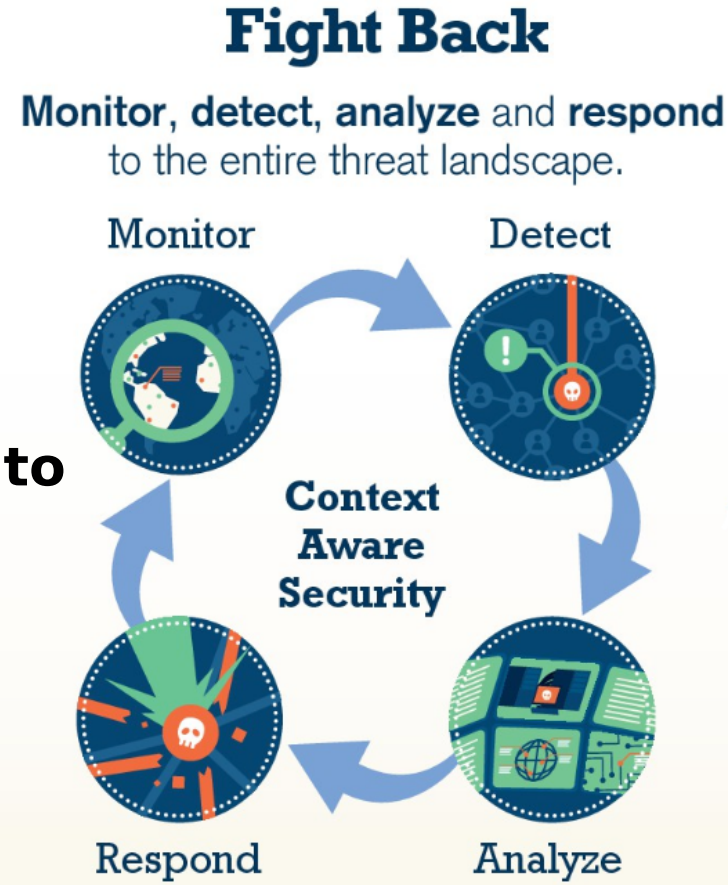
Like

NAVAL STATION MAYPORT

Countermeasures

- **Anything that effectively negates or reduces an adversary's ability to exploit vulnerabilities or collect & process critical information**
  - Hide/control indicators
  - Protect personal information
  - Change routines & routes
  - Differ times you do activities

- **Countermeasures are intended to influence or manipulate an adversaries perception**
  - Take no action
  - React too late
  - Take the wrong action



Social Networking

- **Social Media Sites allow people to network, interact and collaborate to share information, data and ideas without geographic boundaries**

- **For the Individual**
  - Entertaining
  - Maintain Relationships
  - Network
  - Centralized Information
  - Collaborate

- **For the military**
  - Recruitment
  - Public Relations
  - Connect with AD, family members & the public
  - Solicit ideas and feedback
  - Information Warfare
    - "Counter Taliban tactics with speed, accuracy & transparency in our reporting." USFOR-A

facebook
United States Marine Corps - Official Page
Like
Wall
Info
Get More In...
Video
Photos
Events
MARINES
United States Marine Corps - Official Page + Others
United States Marine Corps - Official Page
Just Others
United States Marine Corps - Official Page The United States Marine Corps
facebook
Department of Defense (DoD)
Like
Wall
Info
Photos
Video
Discussions
Links
Department of Defense (DoD) After more than 90 years, a World War I Marine finally returns home to Arlington National Cemetery.
WWI Marine finally returns home
www.marines.mil
6/23/2010 By Lance Cpl. Benjamin Harris , Headquarters Marine Corps
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PLEASE register as a member of American Veterans Radio.(I am part of the staff there)
http://www.avradio.org/
I ALSO have a FAN PAGE at http://www.facebook.com/pages...
See More
American Veterans Radio -
www.avradio.org
9 minutes ago · Share · Flag
Suggest to Friends
Remove from My Page's Favorites
Welcome to the U.S. Navy's official page on Facebook. For more info, visit www.navy.mil

Con's

- Unsecure, unencrypted communications
- Unrestricted access
- No user/identity authenticati
- Easy source of PII & CI
- Malicious code/virus'
- Prime target for data aggreg
- Cybercriminals
- Potential to compromise cert

SNS and Your Clearance

- **The following is a security awareness statement signed by the Chief of Security, Pentagon Chief Information Officer, OSD Network Directorate:**
  - Social sites risk security clearance. If you hold a security clearance or if you ever want to apply for one, be mindful of your postings and contacts online, particularly on social networking sites such as Facebook and Twitter. These sites pose risks to gaining and keeping a security clearance. Question 14 of the National Agency Questionnaire (SF-86) asks for names of your relatives and associates. The term associate is defined as any foreign national that you or your spouse are bound by affection, obligation, or close and continuing contact

Social Networking Best Practices

Computer Settings

- **Use reputable anti-virus software**
  - Firewall management
  - Virus scanning
- **Strong Passwords**
  - Use different passwords for different accounts
- **Permission Settings**
  - Do not use your computer's administrator account to visit web pages

Privacy & Security Settings

- **Keep up-to-date the latest security and privacy settings for all social media sites**
- **Protect your profile**
  - Only allow trusted people to view your profile
  - Limit people's ability to search of your profile
- **Protect your posts**
  - Only allow trusted people to view your posts
  - Know who can see what you post and when
- **Understand what friends of your friends can see**
- **Change your password frequently and make in complex**

Social Engineering

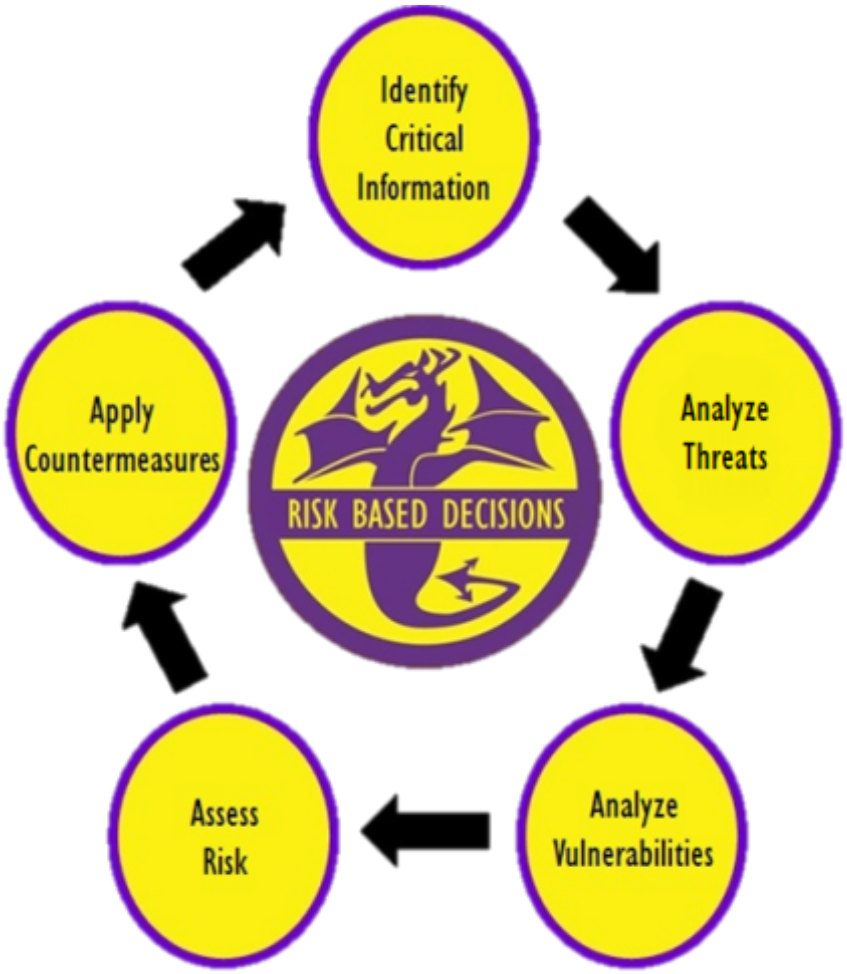
- **Do not give away critical information to anyone on social media sites**
- **Trust by exception**
  - Be suspicious of **ALL** online contacts
  - Verify the authenticity of a friend request
  - If unsure, do not trust
- **If it appears too good to be true, it is**
- **Be aware of the different ways in which adversaries will use social engineering techniques**

Children's Social Media Use

- **Cyber-bullying**
- **Kidnapping**
- **Sexting**
- **Sextortion**
- **Stalking**
- **Pedophiles**
  - 500,000+ registered sex offenders in the USA
  - 95,000 registered sex offenders profiles on Social Media

Questions?

- **Contact the NOST for any of the following:**
  - Computer-based training
  - FRG/Ombudsman support
  - OPSEC & other tailored briefs
  - Videos , posters, brochures & flyers
  - OPSEC Reminder Cards
  - Two-day Navy OPSEC Officer course
  - General OPSEC support
  - Other Resources



Questions

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Naval OPSEC App

Collaboration at Sea

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